

elements, such as discarding and drawing new cards when playing poker, choosing paylines and wagers in a video slot, or choosing numbers in keno. A part of the screen can be made to receive instruction via a stylus as do hand computer note pads.

[0036] The possible player preferences are not as in '279 to change the game, its play or outcome. The possible player preferences may control by selection or change the gaming experience including ambiance, theme, décor, motif, atmosphere, milieu, appearance, etc. Throughout this disclosure the terms, "plurality of preferences" refers to all of the mentioned preferences and their range of equivalents presented a choices for the player to select before or during play. Thus opportunities for personalization of the gaming experience are provided to each player with the method and apparatus herein disclosed.

[0037] A preferred casino game of chance **10** for at least one player is shown in **FIG. 1**. The casino game of chance **10** includes a computer **11** to run the game with images accessible and visible to the player of the casino game of chance **10**. Controls **12** may be in the form of touch switches on or off the video screen **13** both are shown in **FIG. 1** as will be described herein after in this disclosure. Controls **12** may be used to input player choices and change a top box display **14** for presentation or other features of the player's gaming experience personalizing the casino game of chance **10** during play. The player preferential selection controls nothing in the activities of the gaming machine, e.g., the game play or return to the player. Thus, it is an advantage of the instant invention that no regulatory or compliance issues are raised by the player's control of the features of the gaming experience. The player control is primarily selection from a plurality of preferences for presentation of, e.g., audio with or sans video, aroma, chair vibration, etc.

[0038] It is preferred that one or more controls **12** change input to computer **11** for signaling the personal preference selected by the player from the plurality of preferences displayed on video screen **13** to present an image on top box display **14**. Specifically, the player enters a "selection mode" and is given a menu of choices including theme or color scheme (Blue+Red) for multi-color light emitting diodes, cathode ray tube or plasma or liquid crystal panel in top-box display **14**. The controls **12** can be free form permitting the player to draw a smiley-face via touch-screen with his/her finger. Player then hits "implement" button of control **12** on touch-screen and the machine goes to this mode of presentation. The player may then, at some later time, touch another on-screen button to re-enter the "selection mode" to again alter or change the appearance. Lights or light emitting diodes **16** or another cathode ray tube, liquid crystal or plasma panel or like but are preferably all designated as, monitor **15** in top box display **14** are shown in **FIG. 1**. Skilled artisans can use any other suitable top box display **14** to present the selection made from the plurality of player selectable preferences to other players in the casino. The plurality of player selectable preferences shown at top box display **14** may thus be shown in any form on light emitting diodes or lights **16** or monitor **15** as top box display **14**.

[0039] A form of presenting the currently selected personal preference is, for example and not limiting, the changing of top box display **14** according to the player's input at video screen **13** so that others in the casino can see what is

happening during play. The change in the top box display **14** is intended to involve the overall external look, style and presentation of the gaming machine, as might be visible or audible by one or more casino guests both in the nearby area and at a reasonable distance.

[0040] As explained, the game surface **11** may be an interactive structure such as a touch video screen **13**, see **FIG. 1**. For the purpose of selection a series of identified buttons or switches as controls **12** positioned on or off video screen **13** can be used by the player to choose one of the plurality of player selectable preferences for presentation. During play the currently selected preference or personalized gaming experience, is shown to the player and others in the casino about that casino game of chance **10**. Lights or light emitting diodes **16** for illumination as shown generally located in **FIG. 1**, may alter the appearance or be representative of the theme of the casino game selected for play; they can flash, message or be different colors as desired. Indicia **17** on top box display **14** can communicate the player's mood, identify player or the like in accord with the player's personalized preferences selected via controls **12** on or off video screen **13**. The selected theme of the casino game of chance could then appear on the player's video screen **13** on the gaming surface as well as the top box display **14**. Thus, the player's selection of any preferred theme would during game play be shown to those about the player in the casino. The casino game of chance **10** could include a bonus game shown on top box display **14** at monitor **15**. That is, a knowledge-based trivia game wherein play on video screen **13** is also shown on top box display **14** so others in the casino can see the questions asked and answered. For example, the player's preference selection at video screen **13** is a category in a knowledge-based trivia game. Moreover if the player is very good at answering the questions then all can learn how the game is played and be stimulated to try that gaming machine or another similar game machine. The top-box display **14** portrays to others in the area of this gaming machine that this player's personal preference is a specific trivia game. The selected player's personal preference may indicate the player aptitude and thus surrounding watchers can perhaps join in and help the befuddled player with answers to trivia. Then the communal or group interaction works to draw in other players and encourage more play. This may be accomplished by multi-color light emitting diodes **16** on one form of the top box display **14** or monitor **15** tied to computer **11**.

[0041] Input comes from the player's current selected preference on the gaming machine at video screen **13**. Monitor **15** in top box display **14** may have colors, graphics, text, sound or all of them etc. and it can be used to portray the player's selected preference and/or game play. Specifically, the subject selected as a personal preference is shown to other casino guests by color, images, messages, sound bites and/or all of those on top box display **14** as well. Simple changes as the particular illumination on the top box display **14** or complete audio visual presentations on the top box display **14** reinforce the personal preferences or feelings of the player and piques the interest and curiosity of the other people thereabout in the casino.

[0042] In another embodiment, the player may simply change the overall appearance of the game e.g., lighting colors, attract modes, visual displays, etc. Thus, a selected choice is shown and is not necessarily an element or theme